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ABSTRACT

Research projects currently underway at the Audience and Programme Research Department of Sweden's Sveriges Radio are divided into four areas: studies of children, information studies, audience studies, and adult education studies. The focus of the ten projects being pursued by the children's group is on the effect of the broadcast media on children of various ages. The research concerns the perceptual and cognitive abilities of children, as well as the effects of various programing features. The ten information studies aim at investigating the preconditions for transmitting public information via radio and television and identifying the relative role of these media as sources of knowledge. The format and content of programs and the varying characteristics of audiences are of interest. Eleven audience projects seek to describe the size and composition of audiences and to explain program selection processes. Three adult education studies are being undertaken for the Committee for Radio and Television in Education (TRU), the National Board of Education, and the Swedish International Development Authority (SIDA). They aim to identify those who participate in various adult education classes. The report's appendix includes a statement of goals of the Sveriges Radio research department and a listing of 1974/75 studies. (KB)

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# PRESENTATION OF PROJECTS

1975/76

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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Appendix 1. Organisation scheme for SR/PUB

Appendix 2. Excerpt from the statement of goals of SR/PUB.

Appendix 3. Studies completed during 1974/75.

The reports presented in this booklet are published in Swedish. Only as an exception translations are available. This has been indicated in the text.

# INTRODUCTION

This paper presents the research projects currently under way at the Audience and Programme Research Department of SVERIGES RADIO (SR/PUB).

Budget and organisation

The budget for fiscal 1975/76 balances at Sw.Cr. 5.4 million (=approx. $1.2 million) and includes 44 positions within SR/PUB (24 of which are research positions) and 11 positions in the field organisation. The administrative organisation of the department is illustrated in Appendix 1. There are currently four research groups, focussing on studies of children, information studies, audience studies and studies of adult education, respectively.

Goals

The statement of goals (Appendix 2) governing SR/PUB's activities, while allowing the department freedom to consider a wide range of problem areas, prescribes consideration of certain vital problem areas related to radio and television broadcasting. The statement of goals defines the sphere of activity of the department in terms of questions regarding PROGRAMMING, the AUDIENCE and EFFECTS. What are their characteristics, and how has this come to be? In recent years a particular area has been given priority, namely, the informative effects of radio and television.

Planning

The work of the department is planned annually, but loosely, so as to allow room for projects that may arise from the department's continuous contacts with programming units within Sveriges Radio. A more long-term, rolling plan is discussed annually in conjunction with the drawing up of the annual scheme of activities.

In considering individual project proposals above and beyond the annual plan, the crucial criterion is whether or not the problem lies in line with and may be accomodated to SR/PUB's other work and plans. It should be pointed out that, naturally, a problem may be reformulated or fitted into a context so as to increase its relevance to current activities. Projects are

accepted to the extent there is capacity for them and the projects are in line with the current work of the department.

Foci of the research groups

The above-mentioned emphasis on information studies is more apparent in the working plan for 1975/76 than in previous years.

The sphere of activity of the information studies group has been expanded. The main question common to all of these studies is: How may radio and television be used to inform the public? This question is studied

- in news programmes, in which the verbal and visual message is varied,
- over time, in questions both closely and more remotely related to the everyday lives of individuals,
- in local issues via various media (e.g. radio/press),
- in special categories of the audience, in cultural and linguistic minorities.

The group studying adult education also treat informative effects, albeit in a special respect. Here the focus is on adults' opportunities, motivation, level of ambition and experiences of seeking information in areas of their own choosing.

Specific groups studied are

- students at adult education highschools,
- participants in adult education courses (study circles),
- participants in SIDA's seminars in developing countries,
- various groups of handicapped individuals.
- mentally retarded individuals.

The group studying children also treats questions of information in a majority of their projects.

- information processes in pre-school children,
- children's ability to understand subtitled programmes,
- the role of radio and television in the lives of pre-school children,
- children's reality conceptions,
- programmes for children with "special needs".

Seven of the 24 research positions ar SR/PUB are devoted to analyzing the size and composition of the audience in various

connections and the factors underlying its size and composition. Such studies are performed not only for informative programming but for programming in general, e.g.:

- how people inform themselves about programmes to view or listen to,
- how they spend their time, and how radio and television fit into the daily lives of various groups,
- "high" and "low" consumers of TV,
- viewer and listener frequencies for individual programmes,
- public interest in various types of programmes.

Total programming offered is accorded very little attention. One such study is being conducted within the group studying children and the media, where the content of children's programming is to be analysed.

1974/75 in retrospect

A total of 56 reports were published at SR/PUB during the preceding fiscal year, 1974/75. (Appendix 3 presents a list of the titles.) They may be categorized roughly as follows:

| Type of study | | Number | |
|---|---|---|---|
| Audience studies, | television | 5 | |
| | radio | 3 | |
| | TV + radio/children | 1 | |
| | special programmes | 8 | |
| | secondary analyses of audience data | 4 | |
| | advance programme information | 2 | |
| | local radio broadcasts | 1 | |
| | cable-TV | 1 | (25) |
| Information studies, | information/language adults | 1 | |
| | information/children | 2 | ( 3) |
| Other types of effects (violence) | | 1 | |
| Pretesting and follow-up of school programmes | | 6 | |
| Use of courses in adult education | | 5 | |
| Communicator studies | | 3 | |
| Content analysis | | 1 | |
| Programme research | | 6 | |
| Other | | 6 | (28) |
| | | TOTAL | 56 |

The area of first priority, the informative effects of the broadcast media, had not as yet turned up in the stream of reports. This is because several projects, which were started roughly simultaneously, required considerable data collection over a protracted period and only now have reached the stage of data processing, collation and analysis.

Current projects

The current work of the various research groups, the background and aims of the respective projects are described in the following pages. We hope that these project descriptions will succeed in providing a comprehensive overview of our current activities, and that readers will respond with views and comments even while work on the projects is under way.

# STUDIES OF CHILDREN

## INTRODUCTION

Here the focus is on the relations between the broadcast media and children of various ages.

The goals and content of this group's work hardly differ from those of studies of adults (programming - audience - effects), even though children's stages of cognitive development, their social milieux and their particular relations to the mass media must be taken into account. Often, however, quite different methodology is required in studies concerning children.

One area of study that has been given priority concerns the needs and interests of various groups of "resource-poor" or culturally disadvantaged children.

In addition to the studies described in detail in the following pages studied are also planned focussing on

- o programmes of still photographs for pre-school children;
- o programmes for Turkish-speaking pre-schoolers;
- o two pilot programmes for pre-school children (one on traffic and another of as yet unspecified content, but which shall be addressed to very young children);
- o interests of young adults;
- o programmes for immigrant children.

## REVIEW OF COMPLETED STUDIES

The volume of data collected on the individual and mass media is growing by leaps and bounds, and it is becoming difficult for interested parties (including researchers) to manage to keep abreast of and absorb all these findings. The problem is hardly simplified by the fact that such findings appear at different times and derive from studies with entirely different goals, which means that they often lack common points of reference.

In order to obtain cumulative knowledge of the field, a growing number of researchers have stressed the urgency of summarizing and subjecting the collected data to secondary analysis. We

should also devote more time to conceptual analysis and the formulation of frames of reference in which to organize these widely scattered and diverse research findings and interpret them in a different theoretical light. These views are related to another current tendency within mass communication research, namely, an orientation toward a more comprehensive, total view of the mass communication process.

A summarizing analysis of Scandinavian research on children's identification with mass media content has already been published by SR/PUB [1]. Further reviews of previous Scandinavian research on children will be conducted during the current budget year. The first topic considered concerns the long-term effects of television on children. The report will be issued during the winter 1975/76.[2] Topics for future study include "Children and radio" and "Children and violence in the mass media". Scandinavian research on the latter subject is very sparse and must be considered in relation to results abroad.

## REALITY CONCEPTIONS AND PATTERNS OF COMMUNICATION

Our concepts of reality are formed in a constant interplay of factors, in which parents, friends, school and mass media play important roles. The social situation of the individual before and during this process is also of great importance.

Very little is known about the relative roles of the mass media in this context: Certain research results suggest, for example, that the influence of mass media on children's concepts is more or less restricted to areas outside the home and school. Research results are quite unanimous in suggesting that mass media influence is less likely when the child has a stable and

---

1) v Feilitzen, C, Linné, O: Children and identification in the mass communication process. A summary of Scandinavian research and a theoretical discussion. SR/PUB 146/73.(Available in English).

2) v Feilitzen, C: Television in the socialization process. Some results of Scandinavian research. SR/PUB 28 - 75/76. (Available in English)

positive relationship with the family and other groups. If, however, the child is insecure and isolated, the likelihood of media influence is greater.

A study is planned which may provide ideas for further research in this area: A first part shall seek to describe children's conceptions of certain basic phenomena and how these conceptions differ among children in different social situations. A second part will focus on children's patterns of communication and the functions of various media. The ultimate aim is to analyse the relationships between these first two studies and to formulate conclusions as to the influence exercised by TV and other factors on children's reality conceptions.

A pilot study was conducted during the Spring of 1974. In the main study data will be collected in intensive interviews with a smaller sample of school-aged children (8, 10, 12 and 14 years old).

## THE ROLE OF RADIO AND TELEVISION IN THE LIVES OF 7-12-YEAR-OLDS

The principal aim of the study is to develop hypotheses and methods for further research by

1) studying the roles played by radio and TV in the lives of 7-12-year-olds
2) determining which factors are relevant for the identification of culturally disadvantaged or "resource-poor" children of these ages.

An increasingly emphasized goal of radio and television programming, and not least children's programming staffs, has been to try to improve the situations of "resource-poor" or culturally disadvantaged children via information and stimuli of various kinds. During the past 18 months, Scandinavian programme collaboration has paid particular attention to 7-12-year-olds and their situation.

Previous research has identified the general functions radio and television serve for children aged 7-12 years.[3] But we still lack in-depth information as to how children of various backgrounds and various abilities make use of these media.

During 1973/75 a corresponding study of the importance of the broadcast media was conducted with respect to pre-school children.[4] Similarity in design and of the areas explored will permit comparison of the respective age-groups.

This study aims to analyse 7-12-year-olds' total situation. The broadcast media are to be studied in relation to other activities, experiences and influences. An important factor in this respect is the interplay with parents, brothers and sisters, play-mates and other persons in the child's immediate surroundings.

As regards "resource-poor" children, their needs and wants are to be studied at various levels, such as personal characteristics and development of the child (e.g. language ability), parent-child and child-school relationships, and the parents' situation or status in society (e.g. occupation, income).

The initial study, involving a large sample of children and numerous variables will investigate TV and radio consumption as well as cultural deprivation ("understimulation") in various forms.

On the basis of the results of this first study, a sample of approximately 40 children representing extreme groups arousing interest in that study (e.g. high- and low-consumers, high- and underachievers) will be selected.

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3) v Feilitzen, C: On the functions of the broadcast media, Chapter IX in "Radio and TV meet the audience", Stockholm, 1972.

4) Filipson, L: The role of radio and television in the lives of pre-school children. Forthcoming.

The methodology to be applied will be participant observation in the home and school and so-called intensive interviews with children, parents and others in the child's environment.

## WHEN CAN RADIO REACH CHILDREN?

In order to be able to schedule children's radio programming properly in coming years current data on the life and habits of various target groups are required. A comprehensive study of the habits and broadcast media consumption of 3-6-year-olds was undertaken in 1968 [5], and some years later, 1971, the habits of 7-15-year-olds were investigated.[6]

A number of significant changes have occurred since these studies were undertaken. The volume of children's television programmes has, for example, increased markedly since the introduction of the second channel, children's day care centres have multiplied in number, and the universal kindergarten for 6-year-olds has been instituted.

During 1975/76 previous data is to be brought up to date. It would be interesting for example, to pinpoint the activities of children and parents during the time-slots considered appropriate for children's radio broadcasts, e.g. morning and mid-day time-slots. (Exactly when do children leave home for the day-care centre, for kindergarten or school? When do they return home? What are they occupied with before leaving home and when they come home again? Etc.) Investigations of the daily routines of special target groups, such as children in hospital or children in full-time day-care centres, have also been discussed.

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5) v Feilitzen, C, Linné, O: Living habits and broadcasting media behaviour of 3-6-year-olds. SR/PUB 7/68.

6) v Feilitzen, C: Children's habits: the report is in progress, but statistical material in the form of tables are available.

## CHILDREN'S VIEWING OF ADULT PROGRAMMES - PERCEPTION AND COMPREHENSION

Children watch television a lot. Children between the ages of 9 and 14 watch television more than adults do, and they view more adult programmes than programmes intended for their age-group. TV-viewing is a dominant leisure-time activity for many children of this age,

How, then, do adult programmes influence children's norms and values? With what measure of critical awareness do children view adult programming? (One hypothesis is that children tend to view adult programmes uncritically, tending to lend greater credibility to such programmes than to children's programmes on the same subject.) To what extent do children comprehend or misconstrue, adult programmes?

During the current budget year the project is to determine

- o the age of peak TV-viewing, and
- o the degree of TV-consumption with respect to various content categories by children of each age between 9 and 15 years, subsequently 7- and 8-year-olds, as well.

Following these initial surveys, an in-depth study of selected adult programmes of varying attractivity will be conducted with the aim of investigating children's values, confidence in and comprehension of the programmes. These findings may be compared with similar data on adults.

## CHILDREN'S ABILITY TO UNDERSTAND SUB-TITLED PROGRAMMES

During 1973/74 experiments were conducted to determine the length of exposure time necessary for children 8, 10 and 12 years of age to manage to read and understand sub-title texts both with picture complement and without.

Earlier studies conducted at SR/PUB have indicated that children of these ages have great difficulty in understanding the content or plot of sub-titled foreign programmes intended for their age-group.[7,8] It has also been found that when children are not able to read the text, crucial misunderstandings of the action or plot sometimes occur.[9]

Children's programmes are generally sub-titled following the same principles as are applied in sub-titling adult programmes - a text of two lines, for example, appears a standard 6-7 seconds. SR/PUB plans further experiments to determine how long a sub-title should be exposed if children 8-10 shall be able to read and understand the message under varying conditions.

## INFORMATION PROCESSES IN PRE-SCHOOL CHILDREN

A number of preconditions must be satisfied in order that we shall be able to absorb information from radio and television. The communication process consists of an interplay between the programme's format and content on the one hand and characteristics of the viewer/listener on the other. Intellectual maturity, experience and interests are among the characteristics determining how radio and television programmes will be perceived.

Even when these preconditions are optimally fulfilled, however, it is impossible for us to absorb all the information radio and television transmit. Sound and picture contain so much information that we can hardly manage to perceive and process everything. Thus, we are forced to select what we shall look at or listen to at any given moment. Developmental psychologists have shown that our ability to sift and select out important information increases as we attain greater maturity. Children of 12-13 years

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7) Schyller, I, Filipson, L: Sub-titles, speaker or dubbing? Children's comprehension and perception of a foreign children's programme. SR/PUB 177/71.

8) Schyller, I: 5-11-year-olds' use of radio's simultaneous translations of TV2's matiné films, 28-31 December 1971. SR/PUB 199/71.

9) Schyller, I, "Catweazle" - Children's comprehension of a sub-titled foreign programme. SR/PUB 213/72.

seem to have developed an ability to extract essential information from a stream of communication.

We know less, however, about how pre-school children absorb and process information. Many studies indicate that such young children have but a limited ability to systematically sift and select out information. Their absorption of information is a more or less random process.

The present project aims to find out more about how pre-schoolers absorb and process information from the broadcast media. Up to now the area has been investigated by means of experiments. Five- and seven-year-olds have been exposed to programme content of varying format. In the experimental treatments both the verbal and the visual messages have been manipulated.

The initial phase of the project involved a survey of the literature of the intellectual and verbal development of pre-school children.[10]

In a second phase a radio programme was played for groups of 5- and 7-year-olds. The aim was to determine how a factual account was perceived when the verbal formulation was manipulated.[11]

A third study investigated certain aspects of the sound and visual components of an informative television programme. Here the aim was to see whether irrelevant detail in the picture and/or sound component affected children's retention of the factual content.[12]

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10) Rydin, I, Hansson, G: INFORMATION PROCESSES IN PRE-SCHOOL CHILDREN. The ability of children to comprehend radio and TV programmes. SR/PUB 124/70.

11) Rydin: INFORMATION PROCESSES IN PRE-SCHOOL CHILDREN, I. How relevant and irrelevant verbal supplements affect retention of a factual radio programme. SR/PUB 58/72. (Available in English).

12) Rydin, I: The tale of the seed. Facts and irrelevant details in a television programme for children. SR/PUB 114/72. (Available in English.)

Further, an analysis of the interview responses of the subjects in the latter study has been conducted in order to see how well they have understood the various segments of the programme as well as the programme as a whole.[13)]

A fourth and final phase investigated how moving pictures (animated film) were perceived, compared to still pictures. The degree of animation was also varied, as was the amount of detail contained in the verbal message. Data collection has been completed while data analysis and the report of the study are to be completed during the current budget year.

## 3-6-YEAR-OLDS' INTEREST IN A TV-SERIES

TRU's[x)] programming for pre-schoolers Autumn 1975 started with a series of 10 programmes entitled "Something out of nothing". The programmes show what happens in a television studio, the people who work there, and explain the technical aspects of production.

During the second and final programmes in the series simultaneous observations of child viewers will be conducted. A parent or other adult will observe the child while he or she watches the programme. The observer will seek to gauge the child's interest in various segments of the two programmes. Any questions or comments on the part of the child will also be noted.

Parents will also be requested to keep a so-called diary, recording the pre-school programmes the child has viewed during the two weeks of the study, and whether they watched these programmes alone, together with other children or together with an adult.

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x) TRU (Committee for radio and TV in education)

13) The report, which is in progress, has the working title, "Analysis of interview responses".

## THE IMPORTANCE OF ON-CAMERA PROGRAMME ANNOUNCERS IN CHILDREN'S PROGRAMMES

- How necessary are on-camera programme introductions?
- How much do children understand of what these on-camera announcers say?
- When should such programme introductions be made?
- Should it always be the same announcer, or should they vary?
- What and how much should the announcer say?

The study will treat these questions from various points of view. Further, hypotheses and suggestions for future research will be formulated on the basis of a collation of the results of previous studies and a survey of the literature on parellel questions.

## CHILDREN WITH LANGUAGE HANDICAPS AS RECEIVERS OF INFORMATION

During 1973/74 a review of the literature was undertaker in order to gain information as to how children with language handicaps process information communicated via TV.[14)]

A programme series produced by the pre-school group within TRU (the Committee for Radio and Television in Education) is partly based on hypotheses developed in this report. The series, entitled "ABOUT - How it feels", was broadcast during the Winter of 1975.

The programmes were intended for pre-school children in general, but they were also adapted to the needs of deaf and hard-of-hearing children. Portions of the programmes featured sign-language, mime and pantomime.

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14) Preisler G: "ABOUT" - Seeing, but not understanding. Verbally handicapped children as receivers of information via TV. SR/PUB 31/73.

SR/PUB pre-tested the programmes on deaf and hard-of-hearing and non-handicapped children between the ages of 4-8 years.[15)]

During budget year 1975/76 a project group within TRU's pre-school unit will produce a series of programmes specifically for deaf and severely aurally handicapped children. Various printed materials will also be produced to accompany this series.

SR/PUB will participate in the production of the series and will also conduct pilot tests of the format and content of the programmes.

## CONTENT ANALYSIS OF CHILDREN'S PROGRAMMES

Previous studies conducted by the group for child studies at SR/PUB have mainly focused on children, the receivers, which programmes they have watched, and how they have reacted to various programmes. This study, however, focuses on the content of the programmes viewed by children.

The initial phase of the study is subjective and seeks to formulate hypotheses. A rough, comprehensive catalogue of content categories will subsequently be drawn up.

In a second phase programme originators, children, various groups of adults (e.g. parents and kindergarten teachers), and child psychologists, etc. will offer their views on the same programmes.

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15) Preisler, G: The reactions of deaf and hard-of-hearing children to a series of programmes with sign-language. SR/PUB 10-75/76.

# INFORMATION STUDIES

## INTRODUCTION

The focus of the information studies group lies on the informative effects of radio and television. The prime goal is to investigate the preconditions for transmitting public information via radio and TV and to identify the relative role of these media as sources of knowledge. This subject is approached from two alternative points of departure: programme format and content, on the one hand, and varying capacity and characteristics (social, cultural, intellectual, etc.) on the part of various groups within the audience.

## "INFORMATION GAPS" AND THE BROADCAST MEDIA

A number of studies and investigations in recent years have indicated the existence of considerable "information-gaps" in our society. Vast groups in society seem to be clearly disadvantaged in terms of their access to and utilization of information that would allow them an overview of and insight into the society in which they live as well as permit meaningful participation in decision-making at various levels.

It is unclear how the mass media relate to these information-gaps and their future development - that is, in what respects mass media exert influence and can exert influence, to what degree, and the relative importance of media compared with other factors. Nevertheless, it is clear that the mass media have either undertaken or had trust upon them considerable responsibility for flows of information in society. This is perhaps especially true of radio and TV, both deriving from the obligations formulated in the formal agreement with the state and the Broadcasting Act,[16] and because large segments of the population have come to consider the broadcast media as prime sources of information.

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16) See, for example, Laws and basic regulations governing the activities of Sveriges Radio. Stockholm, 1972.

In the light of these considerations, in 1973/74 a comprehensive project was initiated concerning information-gaps and the roles of the broadcast media. The project involves both the development of theoretical frames of reference and the execution of a number of empirical studies. A long-term aim of the project as a whole is to treat a number of questions concerning the goals of programming in the light of our knowledge of information distribution and the relative roles of the broadcast media. At the close of more than 2 years' work, our progress may be summarized as follows:

Definitions of the problem area as well as theoretical and other points of departure have been suggested on several occasions, although to date mainly in the form of promemoria for internal discussion. As for what has been presented externally, there are a paper, presented at the SR/PUB debate forum of May, 1973 [17], and a memorandum presented to the annual meeting of the Sociological Association in January of 1974.[18] This latter paper offers the most detailed account of the project to date.

As to empirical research, four special studies have been conducted, that is to say, data has been collected and is in varying stages, of preparation and analysis. Three of these studies are so-called panel studies of quite similar design to afford comparability. A basic thought has been to select subject matter, which both in fact and in terms of popular conceptions may be assumed to lie at varying "distances" from the day-to-day life and sphere of interests of the individual. The three panel studies, in chronological order, therefore focus on:

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17) Lundberg, D: Information gaps and the broadcast media. In "Information via radio and TV". Documentation of SR/PUB's debate forum, held Thursday, 10 May 1973. SR/PUB 204/72 pp. VII:1 - VII:6.

18) Kjellmor, S: "The information gap project". Some theoretical and valuative points of departure. SR/PUB 1974-01-24.

a. Swedish energy supplies and the events of the oil shortage of 1973/74
b. problems of the developing countries, in conjunction with a comprehensive nation-wide public information campaign about developing countries (the so-called Karibu project), which reached its peak during the Autumn of 1974.
c. issues related to the labour market and industry, in conjunction with the central labour contract negotiations of 1974/75.

The fourth study consists of a series of intensive interviews on the theme "social situation and communicative behaviour". It is hoped that data from these interviews will serve as sources of new ideas in addition to complementing the data of other studies of a more strictly quantitative nature.

Two additional studies of certain problems related to information distribution were started during the Autumn of 1975. Both these studies directly focus on sub-groups within society who are disadvantaged and/or difficult to reach with respect to information. The first of these studies concerns the information situations of selected groups of immigrants. The second concerns problems of public information in conjunction with major crisis situations.

All of the above-mentioned studies are described in greater detail in the following pages.

The project entitled "Man as receiver of information" will continue within the framework of the information studies group. The most recent report in this project (p 28 ) provides an example of how experimental methodology may be used to study problems of the type considered in the information gap project.

Various research questions will be illuminated by data culled from several other SR/PUB projects. One such example is the study of local radio (p. 29 ), on which a special analysis of the data will be performed. Other examples are analyses of patterns of media consumption (p. 36 ) and the studies of media functions, reality conceptions, information process, etc., con-

ducted within the group studying children (p. 5 ff.).

## SWEDES AND THE OIL SHORTAGE - A FURTHER ANALYSIS

During 1973/74 considerable data were gathered concerning public reactions to shortages of oil and petroleum products. Data were collected via questionnaires and telephone interviews, which included measures of attitudes, knowledge and behaviour. A random sample of approximately 900 persons were asked a total of nearly 300 questions. Half of the sample were included in a panel polled on two different occasions - in December 1973, before any rationing or other measures were introduced, and then during February of 1974.

The project permits consideration of a number of research questions within the realm of information studies concerning processes affecting both society at large and individual citizens. Two reports have been published to date.[19) 20)] The analyses were performed within a somewhat different frame of reference than that of the information gap project, however, Consequently, further in-depth analysis of the data will be performed during the current budget year. The aim of this analysis will be (1) to provide a more thorough description of the knowledge, activities and attitudes of various subgroups in the population (2) to analyse the conditions under which various relationships occur. As examples of specific foci of study, we might mention:

- What does the public know about issues related to the oil shortage and energy supplies, and what differences in such knowledge exist between various subgroups?

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19) Österman, T, Wikman, A, Bernow, R: Swedes and the oil shortage. SR/PUB 94/73:1.

20) Österman, T, Wikman, A, Bernow, R: "Public information during the oil crisis, 1973/74". An appendix to the final report of the Commission on Energy Emergency Preparedness, "Energy preparedness for crisis" (SOU 1975:60-61.)

- How is knowledge related to various attitudes (e.g. concerning the seriousness of the situation, anxiety about the future, criticism of authorities and the mass media, etc.) and to various behaviour (e.g. information seeking, economizing measures)?
- What influence does the "nearness" of the subject have on the individual's knowledge and information-seeking behaviour?
- What is the relative importance of different sources of information, and how do people rate the quality of available information?
- Which of the observed factors has the greatest explanatory value with respect to differences in knowledge and use of information?
- What changes have occurred in people's attitudes, knowledge and behaviour? How might these changes be best explained on the basis of available data?

A report of this further analysis is anticipated during the Spring of 1976.

## THE TANZANIA PROJECT

A nation-wide information campaign about Tanzania, entitled "the Karibu project", was carried out during the Autumn of 1974. Sponsors of the campaign were the Swedish International Development Authority (SIDA), the Foundation for Nation-wide Concerts (Rikskonserter), the National Touring Theatre (Riksteatern), adult education organizations, and Sveriges Radio in cooperation with the government of Tanzania. The main goal of the campaign was to increase popular understanding of and insight into social and economic conditions in developing countries by acquainting the public with a single country, Tanzania.

Sveriges Radio's involvement in this campaign included both a a series of radio programmes primarily intended for the schools and adult education study-groups and a number of television programmes directed toward the general viewing public. Television opened with a series about life in a Tanzanian village which was

built up around a central, fictional "story". This series sought to arouse public interest in Tanzania, thereby paving the way for the two subsequent series, which described various features of contemporary Tanzanian society in a more conventionally "informative" manner.

In conjunction with the "Karibu" campaign SR/PUB started a project under the working title, "the Tanzania project". One of its aims was to try to evaluate the information campaign, with particular emphasis on Sveriges Radio's involvement. Since for various reasons the campaign turned out to be less elaborate than was originally planned, this evaluative aim has receded into the background. Instead, another aim has assumed prominence, namely to seek to investigate information gaps in society with reference to Third World issues and problems. Thus, the Tanzania project has come to be a vital link in the investigation of information gaps.

The study was conducted according to the following scheme:

- A "before"-measure of attitudes toward and knowledge of developing countries in general and Tanzania in particular was taken prior to the start of the campaign. The sample consisted of some 2.850 persons, who were polled via mail questionnaire and telephone interviews.
- In early December 1974, when SR's programmes on Tanzania had just been broadcast, a "campaign measure" was taken. Exposure to SR's programmes as well as contact with other features of the campaign and exposure to information on the developing countries were determined. In addition to the original sample, a control group of 500 persons was included. Data was collected by means of mail questionnaires.
- In April/May of 1975 an "after"-measure was taken. Here, too, the sample included a control group alongside the original sample. Data was collected via questionnaire.

The purpose of the research scheme outlined above is to be able to determine <u>whether</u> any changes in attitudes toward and knowledge of the problems of developing countries have occurred, and if so, <u>in what ways</u>. Within which subgroups have such changes occurred? To what extent has contact with the information

campaign had any influence? What other conditions in the broader social setting have influenced exposure to the information? The question we ultimately hope to cast light on is: Is there an information gap between various groups in society with respect to issues related to developing countries, and - if so - is this gap widened or closed as a result of information campaigns of a given sort?

The study is being conducted in collaboration with the Institute of Sociology, Uppsala University. It forms a part of a larger project funded by a grant from the Tercentenary Fund of the Bank of Sweden. Analysis of the data was commenced during the Autumn of 1975, and the project will be reported during 1976.

## INDUSTRY AND THE LABOUR MARKET

During the course of the central labour contract negotiations a host of issues related to industry and the labour market naturally assume quite topical interest and receive considerably increased coverage in the mass media and other information channels. This fact, together with the fact that the subject matter is of interest to the information gap project, among other things because it either directly or indirectly concerns nearly everyone, has given rise to a study in conjunction with the central labour contract negotiations of 1974-75. By virtue of its focus on a particularly "information-heavy" period, and by virtue of the use of the panel method, in which the same respondents are polled at various intervals, the design of this study closely corresponds to that of the studies of the oil crisis and developing countries, respectively.

The main aims of the study may be summarized as follows:

- to describe differences between different groups mainly groups of different social position/status in society, as regards their intake and output of information, both in general and with respect to this particular subject area,
- to determine differences in levels of knowledge in this particular subject area,
- to explain the differences noted.

Socially disadvantaged members of society may generally be expected to take in/give out information and possess knowledge to a lesser extent than others. This may be assumed to vary, depending on which aspects of information use we consider, on the situation of the individual, on how he perceives his situation and on his conception of reality and his values.

We have studied a number of factors which may be expected to be more or less favourable with respect to information for persons of various social position. Principal among these are:

- The social situation of the individual - e.g. material standard of living, available time and contacts with other persons.
- Work - the occupation itself, grade of administrative position, amount of stress in the work, degree of adaptation to work/the working situation, satisfaction with work.
- Organisational membership and activity.
- Amount and nature of media consumption.
- Personal interests in various subjects.
- Reality conception and values: a) generally: e.g. faith in authorities, organisations and politicians; inclination to inform oneself and take action to exert influence; and b) specifically: e.g. concept of the proper role of employees in working life, sharing powers of decision, and conflicts of interest in working life.
- The assembled data also permits analysis of such factors as the relative roles of the media as sources of information and as agents of change with respect to knowledge and interests over time.

Data collection, now completed, was undertaken roughly as follows: A first measure taken during November/December of 1974 (mail questionnaire + telephone interview before negotiations had really got under way. Sample: a nationally representative sample of 1,300 persons and a special sample of 475 persons active within various collective bargaining organisations. Data were

gathered on the respondents general situation, his use of information and his knowledge in the area of industry and the labour market.

A second measure, taken during April/May of 1975 (mail questionnaire + telephone reminder). Sample: respondents who took part in the initial measure (1,100 persons in the nationally representative sample + 450 active in collective bargaining organisations). The data primarily concerned information use, interest and knowledge in connection with the central labour contract negotiations. These negotiations had entered a crucial phase during most of the data collection period, which meant a considerable flow of information in the various media.

The project is being funded by Sveriges Radio, the Swedish National Board of Civic Information and some of the collective bargaining organisations. A report of the study is expected in the Spring of 1976.

## INTENSIVE INTERVIEWS CONCERNING SOCIAL SITUATION AND COMMUNICATIVE BEHAVIOUR

Many of the factors and conditions that may be assumed to influence people's interests, activity and knowledge in various areas do not readily lend themselves to quantitative measures. Alternative research methods are thus needed as a compliment to the usual quantitative methods.

For this reason a series of intensive interviews, i.e. informal conversations of varying lengths, concerning social situation and communicative behaviour, have been planned. "Social situation" here signifies the individual's background, the environment he lives in, his perception of his own situation, perceived problems and sources of pleasure, etc. "Communicative behaviour" here signifies, in brief, both the reception and expression of information and views, via various channels and on various subjects.

The content of the interviews is to be made as concrete as possible. Consequently, the questions asked concern such topics as the respondent's work, his leisure time, neighbourhood, environment, etc. But a number of questions concerning more "global" issues, such as social conditions in Sweden and other countries, are also covered.

Four basic aspects of each subject are to be touched upon:

a. the respondent's perceptions of actual states of affairs;
b. his attitude towards these states of affairs - are they good or bad, satisfactory or unsatisfactory, etc.;
c. his level of expectations - what one might/has a right to demand, desire, etc.; and
d. his communicative behaviour (see above) and experiences/expectations in this context.

A total of roughly 20 interviews will be conducted. The sample will be selected on the basis of data from a previous study [21], so as to allow a broad distribution on certain variables, such as social position. Most of the planned interviews were conducted during the Spring and Autumn of 1975. How the study will be reported has not been decided as yet.

## IMMIGRANTS AND INFORMATION

In conjunction with the increase in Sveriges Radio's broadcasts in Serbo-Croat, Greek and Turkish, SR/PUB has initiated a project on immigrants and information. The overall aim is to gain knowledge about how these three minority groups acquire information in Swedish society. The results of the study shall be used in programme planning at Sveriges Radio.

During 1975/76 the project, to encompass several years, shall aim to describe

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21) Löjdquist, J, Nilsson, S: The Surahammar study. Study of a rural iron mill community. SR/PUB 51 - 75/76.

the extent to which the three groups are able to acquire information in Swedish and their native tongues, and the channels they use as sources of information; and

how the three groups rate presently available channels of information as well as the expectations and needs they have of various kinds of information.

## PUBLIC AFFAIRS INFORMATION IN THE BROADCAST MEDIA

This project has been undertaken in collaboration with the National Psychological Defence Planning Committee. The aim is to obtain results that may provide the basis for a review of the so-called "joint plan", i.e. the plan for coordinated information from various organs of society and authorities to be issued to the Swedish people in the event of crisis or war.

Thus, the aim is to gain knowledge as to "critical factors" in transmitting messages via the mass media, and primarily radio and television, as to the measures to be taken by government in crisis situations and what the general public should be required or recommended to do. At present we know little about how this type of information should be formulated so as to be comprehensible to all members of society.

During budget year 1975/76 an inventory of the literature is to be conducted in order to produce suggestions for further research. This survey of the literature will focus on information dissemination and its effects in various areas and situations.

Research questions include the following:

- Whom should one aim to reach? How should target-groups be defined? Are there any particularly critical or hard-to-reach subgroups? To what extent do different groups require different information strategies?
- How much do various groups know about how to seek information in emergencies

- What are the decisive factors affecting the distribution of information among various groups in society?
- What may be achieved by alternative formulations of the message (with respect to comprehension, perception, retention, length of message, etc.)?

## MAN AS RECEIVER OF INFORMATION

Many people indicate radio and television as their primary sources of information about the world outside their immediate environment. Most adult Swedes also listen to one or more news broadcasts daily.

Some studies indicate, however, that there are vast differences in people's ability to perceive and understand the content of these broadcasts. One vital reason for this is variations in advance knowledge or reserves of background information. The uneven distribution of such knowledge in society means that groups lacking such knowledge are disadvantaged when they listen to a news broadcast.[22)]

Some research also indicates that many persons gain but a fragmentary and incomplete image of reality via news broadcasts, so that only isolated details remain in the memory.[23)]

This tendency can be countered if news items are presented so as to stress the causes and effects of the news event, as an earlier study in the current project "Man as receiver of information" has demonstrated.[24)]

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22) Findahl, O, Höijer, Bi: On knowledge, social privilege and the news. SR/PUB 201/72:1 (Available in English)

23) Findahl, O, Höijer, Bi: An analysis of errors in the recollection of a news programme. SR/PUB 150/72. (Available in English)

24) Findahl, O, Höijer, Bi: The effect of supplementary verbal cues on the retention of and audience reaction to a news programme. SR/PUB 154/71. (Available in English)

The main aim of the project is to investigate the effects of various comspositions of the sound and picture components with respect to the receiver's ability to perceive a message, critically examine it, and finally store it in his or her memory. Toward this end experiments have been conducted using fictitious news programmes as the stimulus material.

Previous research has told us that repetition of essential elements of a news item considerable improves the receiver's ability to form a complete and coherent mental image of the content. Language is not the sole determinant factor in this respect. The visual illustration of a news item also has a considerable effect on what the receiver perceives.[25)]

In yet another study, to be reported during 1975/76, various forms of visual illustration are tested: double-exposed texts, still photography and sketches. The on-camera studio reporter alone during a news item is also tested, as a sort of "control" treatment, against which the other treatments are then compared. Verbal variations in the form of repetitions were tested in combination with various visual treatments.

Thus, numerous variations in mode of presentation of a news item have been tested, allowing both detailed and more general comparisons in terms of sound, picture and content.

A summary report shall present the main results of this research. More detailed discussion and comparison of some of the results is planned in a couple of lesser reports. Results from other news research shall also be treated.

In addition to the above-mentioned studies, a further paper has been published in the course of the project. A paper summarizing the results of several of the studies from a particular point of view was presented to a congress of Scandinavian mass media researchers in the Autumn of 1975.[26)]

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25) Findahl, O: The effect of visual illustrations upon perception and retention of news programmes. SR/PUB 147/70. (Available in English).

26) Findahl, O, Höijer, Bi: Perceiving reality via the mass media. On people and the news. SR/PUB 31 - 75/76.
(Revised version of a paper originally presented at the 1975 Nordic Congress of Mass Media Researchers in Bjerringbro, Denmark.)

## THE LOCAL RADIO EXPERIMENTS OF 1973

A six-month experiment in local radio broadcasting over three areas was initiated by SVeriges Radio, February 1, 1973. The three areas were the provinces of Halland and Jönköping, and Kiruna, Gällivare and Jokkmokk counties in northern Sweden. Each local station broadcast approximately 25 hours weekly. in morning and afternoon sessions.

SR/PUB was commissioned to evaluate this pilot project. How interested is the public in local radio? Can local radio broadcasts serve to improve "public affairs" information? A number of studies habe been conducted in collaboration with the Government Commission on the Swedish Press of 1972 to analyse various aspects of local radio broadcasting.

SR/PUB's evaluation of the local broadcasting experiment has been reported in five separate reports to date.[27] During the current budget year a sixth report will be published, in which local radio listening is analysed in relation to other mass media consumption. The method of data collection - diaries - provides data on one and the same person's consumption of radio, television and the local/regional press. Thus, it is possible to note how much - or how little - time different groups devote to the various media, and what they partake of media content. The interrelation of consumption of the various media will also be examined. Is, for example the high-consumer of local radio also an avid reader of local news in the local/

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27) EXPERIMENTS IN LOCAL RADIO 1973

a. Kleberg, M: Design of the study, etc. SR/PUB 157/72:1

b. Arenbro, Ewa: The local radio audience, March 1973 SR/PUB 157/72:2

c. Westrell, Claes: Local radio journalists' views on local broadcasting. SR/PUB 157/72:3

d. Weibull, Lennart: Content analysis: a preliminary report; research design, principal findings. SR/PUB 157/72:4

e. Kleberg, M, Holmlöv, P-G: Newspaper journalists' views on local radio. SR/PUB 157/72:5

regional press, or does local radio reach groups that otherwise tend to avoid such content in other media?

One part of the report treats public interest in local public affairs issues, i.e. the predominant content planned for local radio.

During the current budget year a final summary report of the experiments in local radio will be started. The preliminary title of this report is, "Radio and the press on the regional level".

## FREQUENCY OF NON-RESPONSE IN PANEL STUDIES ON THE LOCAL RADIO EXPERIMENTS OF 1973

There are numerous sources of error in studies of the sample survey type. One of the most serious sources of error is "non-response", that is, persons selected for participation in a study who, for one reason or another, fail to take part.

The receiver studies conducted in the course of the local radio project (see note 27, page 29 ) have been so designed as to permit study of this source of error in relation to three different modes of data collection - telephone interview, diary and questionnaire - among the same population on two separate occasions.

The panel design permits both comparison of the respective rates of non-response for the various modes of data collection and identification of the types of non-response occurring, within the panel.

Among other things, the study aims to answer the following research questions:

a) How high was the frequency of non-response for the various modes of data collection at the time of the two measures?
b) What were the reasons for non-response?
c) What groups or categories were represented among non-respondents?
d) What were the distorting effects of non-response?

# AUDIENCE STUDIES

## INTRODUCTION

The audience studies group describes the size and composition of the audience and seeks to explain the features noted. The goal is to explore the selection processes that determine people's exposure to radio and television programmes.

Audience measurements for radio and television, conducted and analysed by the group, form the basis for the greater part of the group's other work.

## AUDIENCE MEASUREMENTS FOR TV

The continuous measurements for television will be taken during five periods, totalling 110 days, during 1975/76:

| | | |
|---|---|---|
| 31 August | - | 25 September |
| 2 November | - | 27 November |
| 16 December | - | 31 December |
| 9 February | - | 24 February |
| 31 March | - | 25 April |

These measures are to be reported in daily tables, distributed weekly together with a weekly summary, and in monthly reports.

The TV-audience measures also afford a vehicle for a number of special analyses of various sorts, including those commissioned by various units within SR as well as those initiated within SR/PUB itself. This year a study is also planned which will (1) identify SR/PUB's clients with respect to the audience measurements, that is, the units within SR who make use of these data, and (2) discover possible needs for types of data on actual listening and viewing audiences other than those presently reported.

An evaluation of various methods of measuring audience appreciation of programming tested in conjunction with audience frequency measures will also be undertaken during the current budget year.

## AUDIENCE MEASUREMENTS FOR RADIO

During budget year 1975/76 the size of the radio audience will be measured during a one-week period in December (29 November - 7 December). In conjunction with this measure, data on the morning habits (5.00 - 10.00 AM) of the Swedish population will be gathered.

## AUDIENCE REACTIONS TO EXTENDED PROGRAMME SCHEDULES

As a part of the "Bank of Sweden project", see page 36 , anticipated audience reactions to extension of the broadcasting schedules will be analysed. This analysis is directly related to a study planned within the framework of SR's long-term planning (LSP): "Broadcast schedule development, 1977-87". The SR/PUB study is therefore being designed so as to serve the aims of both the Bank of Sweden project and LSP.

The study will sketch various conceivable audience patterns, which may arise as the result of increases in the volume of television and radio programming. The main emphasis will lie on description and analysis of the present situation with respect to factors that may be assumed to be of importance in assessing audience reactions to extension of the programme schedules.

The individual's use of the broadcast media is very intimately related to social situation. Thus, the study provides a description of the population, present and future, in terms of such demographic variables as age, education, occupation, household composition and nationality. Differences in demographic status produce differences in living habits. In order to determine the ability of the broadcast media to reach the public and various sub-groups within the public, the project thus describes the day-to-day living habits of various groups in terms of primary activity and physical location at various times of day. The next step describes the broadcast media consumption of various groups. Trends in broadcast media consumption during

the 1960's and 1970's are described, with special emphasis on the effects of such innovations as extension of the programme schedule, increased volume of programming, increased competition between radio and television broadcasts.

The plan for the LSP project prescribes no alternative models of programme scheduling. The choice of models will thus be made on the basis of what is considered probable in the light of more or less well-founded assumptions as to future developments.

Finally, audience reactions that may be anticipated with respect to the various programme schedule models, with reference to what is known regarding changes in the composition of the Swedish public and various groups' living habits and patterns of radio and TV consumption, are discussed.

## REPEAT TV-BROADCASTS WEEK-DAY AFTERNOONS

During the Autumn of 1975 Swedish television has experimented with repeat broadcasts on week-day afternoons, TV-2 broadcasting roughly 1 hour daily, and TV-1 a couple of hours Mondays. At the request of the channels, a number of so-called extra questions were posed in conjunction with the television audience measurements taken during September and November. The repeat broadcasts are primarily intended for persons with irregular or evening-shift working hours, who otherwise have difficulty in watching evening-hour television programming.

The study identifies which groups have made use of the afternoon broadcasts and gauges appreciation of the availability of television programming during the day. Viewers of the repeat broadcasts are also asked whether they watched the programme when initially broadcast or whether they had been unable to watch it earlier, and in that case why.

## THE POTENTIAL RADIO AUDIENCE

Back in the Spring of 1974 a comprehensive study with the aim of assessing potential radio audience at various times of the day (week-ends excluded) was started. The aim was not only to determine how many and who were to be found in the potential audience, but also to specify where these listeners might be reached and what they were occupied with. The study has come to consist of three main parts:

- a description of the day-to-day habits of the Swedish people
- a description of the potential radio audience
- a description of the actual radio audience.

Data collection was completed during the Spring of 1975. Two reports are scheduled for publication during Winter 1975/76. The first of these shall provide the basis for analyses of various time-slots: e.g. where are Swedes to be found at 9.00 AM, how many can listen to the radio at that time, and how many actually do so? The second report shall provide the basis for analyses of target audiences: e.g. what are the habits of Swedes employed outside the home on a full-time basis, when can they be reached, and when are they actually reached by present programming?

## SWEDISH LIVING AND LISTENING HABITS

Several previous studies, both within and outside SR/PUB, have described the living habits of the Swedish people: when do Swedes arise, when do they eat, when are they at work, etc. Ever since the 1940's their radio listening has also been studied when do they listen, what do they listen to, etc. Nearly all these studies have had a short-term perspective, however; data have often concerned an average day. For some time now we have felt the need for an extended temporal perspective to permit an analysis of habits. In several cases such studies have been conducted by means of diary-forms, which the respondents have filled in themselves and mailed in. One disadvantage of this method is that not all the respondents

mail in their reports; often no more than two-thirds of the sample respond. A non-response rate of more than 30% does not permit generalisation of the results to apply to the population as a whole.

During the Spring of 1975 we therefore decided to try using telephone interviews, which reduced the rate of non-response considerably. During the period of data collection (one week) a panel of 600 persons were contacted daily and interviewed about the previous day's activities, including radio listening. Thus, each individual was followed for a period of seven days, which allowed us to study various stable patterns as well as more irregular patterns of activity in general, and radio listening in particular. Of particular interest is the individual's pattern of radio listening; does he/she listen to the radio at the "same time, same station" each day, or is radio a more random feature of people's daily lives? Is the assumption of people's unwillingness to switch stations, suggested by traditional research, true or false? Certain types of programmes address themselves to smaller target-audiences, and thus each individual programme attracts but a limited audience. But if one extends the perspective to cover an entire week, how many people will have come in contact with the programme category in question? The material is also to be used for analyses of groupes who use radio similarly, e.g. people who only listen in the morning or at midday.

## TIME FOR AND INTEREST IN RADIO AND TV

It is customary in radio and television research to take the programme as one's point of departure. Audience surveys are related to various background variables such as sex, age, etc. In this project, however, our point of departure is the individual and his surroundings, and our study design is inspired by developments that have occurred particularly in radio research in recent years. Difficulties in measuring radio listening, due to the fact that radio is often used as "company", has led to an increased interest in the situations in which radio is used.

An attempt has been made to place radio listening in the context of other activities - obligatory and optional - facing all of us.

This study intends to go one step further toward basing research on the reality of the individual and his or her various interests. Thus, the aim is to "fit" radio and TV-viewing into the context of the many other interests and activities in the individual's "personal reality", that is, into the context of the individual's background, family relationships, working life, material standard of living, organisational activity, hobbies and interests, etc.

The study also seeks to identify possible common denominators in the areas of interest and activities shared by groups who use and look upon radio and television in a similar manner.

## THE EXTENT AND ORIENTATION OF BROADCAST MEDIA CONSUMPTION, PART III (BANK OF SWEDEN PROJECT)

The project is designed to validate and empirically test a model of programme selection meachnisms and media consumption presented in an earlier report.[28] The model is based on decision theory, more precisely, theory of riskless choice.

The prime focus of the analysis will be the relationship between consumption of broadcast media and consumption of press media, and the degree to which the content of these media may be said to supplement or contrast with one another. Studies examining the influence of social factors on various patterns of consumption [29] [30] will be followed up by, among other things, a secondary analysis of data collected in a time budget analysis conducted during the Spring of 1975.

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28) Höijer, B, Berg, U: Audience mechanisms and programme selection. SR/PUB 10/72. (Available in English).

29) Berg, U, Gahlin, A: Radio and TV - the daily pattern. SR/PUB 132/72.

30) Gahlin, A: Some Swedes listen to the radio. SR/PUB 51/73.

## THE REFERENCE GROUP ON QUESTIONS REGARDING MUSIC AND THE MUSIC-LISTENING AUDIENCE

The sociology of music is still in its infancy, but there are many ideas and questions concerning music and the music-listening audience. A reference group within SR/PUB has been formed with the dual aim of

spreading knowledge and research results available to date, and

scanning for issues and problems, collating them, and formalizing them as topics for research.

## THE IMPORTANCE OF ADVANCE PROGRAMME INFORMATION/PROMOTION

The project concerning advance programme information was initiated during 1972/73.[31] After consultation with SR/PUB's clients it was deemed most urgent to study the function of advance information in the form of "trailers". During the following budget year the study proceeded to examine the effects of broadcast announcements.

Since 1974/75 the study of the individual's exposure to advance programme information has been broadened to include printed information.

Such an expansion of the scope of the study was necessary in order to gain a total view of the individual's exposure. The

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31) ADVANCE INFORMATION

a. Nordberg, J: Awareness of changes in TV news programmes. A study in connection with the 'October Revolution'. SR/PUB 137/72
b. Nordberg, J: Experiment with radio trailers. SR/PUB 168/72
c. Nordberg, J: The viewer situation during TV-trailers. SR/PUB 197/72
d. Nordberg, J: Experiment with TV-trailers. SR/PUB 39/73
e. Nordberg, J: Effects of an information campaign about 'OBS-kulturkvarten', SR/PUB 82/73
f. Nilsson, S, Nordberg, J: Experiments with presentations of music. SR/PUB 167/72
g. Nordberg, J: Pocket-opera of the week. SR/PUB 140/73.

information process here may be assumed to be both cumulative (the various channels of information and different types of information complement one another) and supplementary (different information channels, and/or types of information replace one another).

The next phase of the study will assess the possibilities of disseminating advance information about SR-programmes in the daily and weekly press.

The usefulness of such advance information is logically dependant on the individual's

- o exposure to the channel (newspaper or magazine), and
- o exposure to the message.

The study confines its attention to summaries of the programme schedule. Thus, the main result will be to assess the "value" of such printed summaries to the reader.

## PUBLIC CONFIDENCE IN THE MASS MEDIA

Public confidence in the mass media, or confidence in the manner in which media present various types of information, has been the topic of considerable debate in recent years. This debate has not infrequently focused on the problems of factuality and freedom from bias in the programming of Sveriges Radio.

Dissatisfaction with Sveriges Radio among various influential groups and power centres in society has made itself known in a number of ways and has reached such dimensions as to provoke talk of a "credibility crisis". The extent to which this decline in "public confidence" applies to the general public has also been a topic of discussion. A survey conducted by SIFO (the Swedish Institute of Public Opinion Research) for the advertising journal, "The Swedish Market" has featured frequently in the debate. Among other things, this study found that Sveriges Radio's credibility had declined in recent years.

All this has called attention to the need for research and a closer examination of the question of credibility. An initial step will be a review and critical examination of "credibility research" as developed in the U.S. and as practiced there and in Sweden. This review of the literature will provide the basis for analysis of the credibility concept and discussion, including proposals for the future conduct of research in this area.

# STUDIES CONCERNING ADULT EDUCATION

## INTRODUCTION

The adult education group studies informative effects in a particular area. Their aim is to identify those who engage in adult education classes of various sorts as well as adults' opportunities to study, their interest, levels of ambition, their perceptions and experiences in the course of their studies. An essential characteristic of the groups studied here is that they represent individuals who seek information of their own choosing, sometimes from several different media.

During 1975/76 the group will be conducting studies for the following clients:

TRU (Committee for Radio and Television in Education)
SÖ Department V 1 (National Board of Education, the department formerly designated "Adult Education")
SIDA (The Swedish International Development Authority)
National Board of Agriculture (in collaboration with TRU)

## TRU

The following projects are planned for TRU:

- a follow-up of the audience attracted by the TV-series "Contact with sign-language" in November,
- a follow-up of the audience attracted by the TV-series "Scenes from a family" in November,
- analysis of the potentials for adult education programming via radio,
- follow-up of "Agriculture 75" (in collaboration with the National Board of Agriculture) and agricultural programming on radio. Telephone interviews with farmers will cover both the television series produced by TRU and radio programmes directed to farmers. Who watch/listen, and what do they get out of the programmes? Who do not watch/listen, and why not? Agricultural television programmes have been studied for some years now. [32)]

32) Munthe, C: Agriculture -74. SR/PUB 124/73.

- a summary of data on the number of courses offered and the number of persons participating in adult education courses using TRU materials within adult education high-schools, and county adult education facilities.

## SÖ

Work on three projects commenced during 1974/75 for Department V1 of the National Board of Education will be carried further.

1) The first of these projects concerns the study situation of handicapped adults. We have earlier studied handicapped adults' study needs, as assessed by the various handicap organisations, adult education associations, adult education highschools and county adult education institutions.[33] We have also described the physical design of adult education classrooms and premises with respect to their adaptability to the needs of handicapped persons.[34]

   During the current budget year we shall examine these questions from the point of view of the handicapped individual. A mail questionnaire, to be followed up by a series of personal interviews, will obtain information on handicapped individuals' experiences of adult education courses, their study needs and the hindrances to study they perceive.

2) The second project is to investigate how adult education associations and adult education highschools make use of the course materials and other information made available via the broadcast media.

   During the first year of the project an inventory was made of local adult education organisations' possession of/access to technical aids, i.e. their ability to make use of radio and television courses.[35]

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33) Hedlund, A: The study situation of handicapped adults. Part I: The study-needs of handicapped individuals. SR/PUB 95/73.

34) Hedlund, A: The study situation of handicapped adults. Part II: Adult education classrooms for the handicapped. SR/PUB 4 - 75/76.

35) Johansson, S: Adult education associations' use of TRU- and SR-courses. SR/PUB 3/74.

The following year course leaders and adult education highschool teachers engaged in five current courses were polled as to the extent to which they made use of various features of the course materials.[36]

During the current budget year a follow-up of information about and the execution of the project, "What the future holds in store", is planned.

3) The third project concerns mentally retarded adults and the opportunities to study open to them. An initial report, completed during 1974/75, summarized the actual volume of courses offered in the province of Östergötland during the Autumn of 1974 and described adult education activity among the mentally retarded in that province.[37]

A second phase of the project contains assessments of the adult education courses. The views of course leaders and others related to the courses, without actually participating in them have been recorded.

## SIDA

A project commissioned by SIDA and commenced during 1974/75 involves the evaluation of three overseas seminars for various groups of Swedish professionals. These seminars, held in various Third World countries, are intended to inform and stimulate persons who, following their return to Sweden, will function as "opinion leaders" and communicators. Documentation to date of how such a sojourn abroad influences participants and in what ways and to what extent they are active following their return to Sweden has had its failings, however. Consequently, little is known as to how the seminar programme has been functioning.

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36) FOKO II

a) Christianson, A: Part 1. Use of course materials in the adult education courses, START 1, START 5, and BITTE 1. SR/PUB 14 - 75/76.

b) Christianson, A: Part 2. Use of course materials in the adults education courses, A CHANGING LANDSCAPE, and PRACTICAL LAW. Autumn 1974. SR/PUB 24 - 75/76.

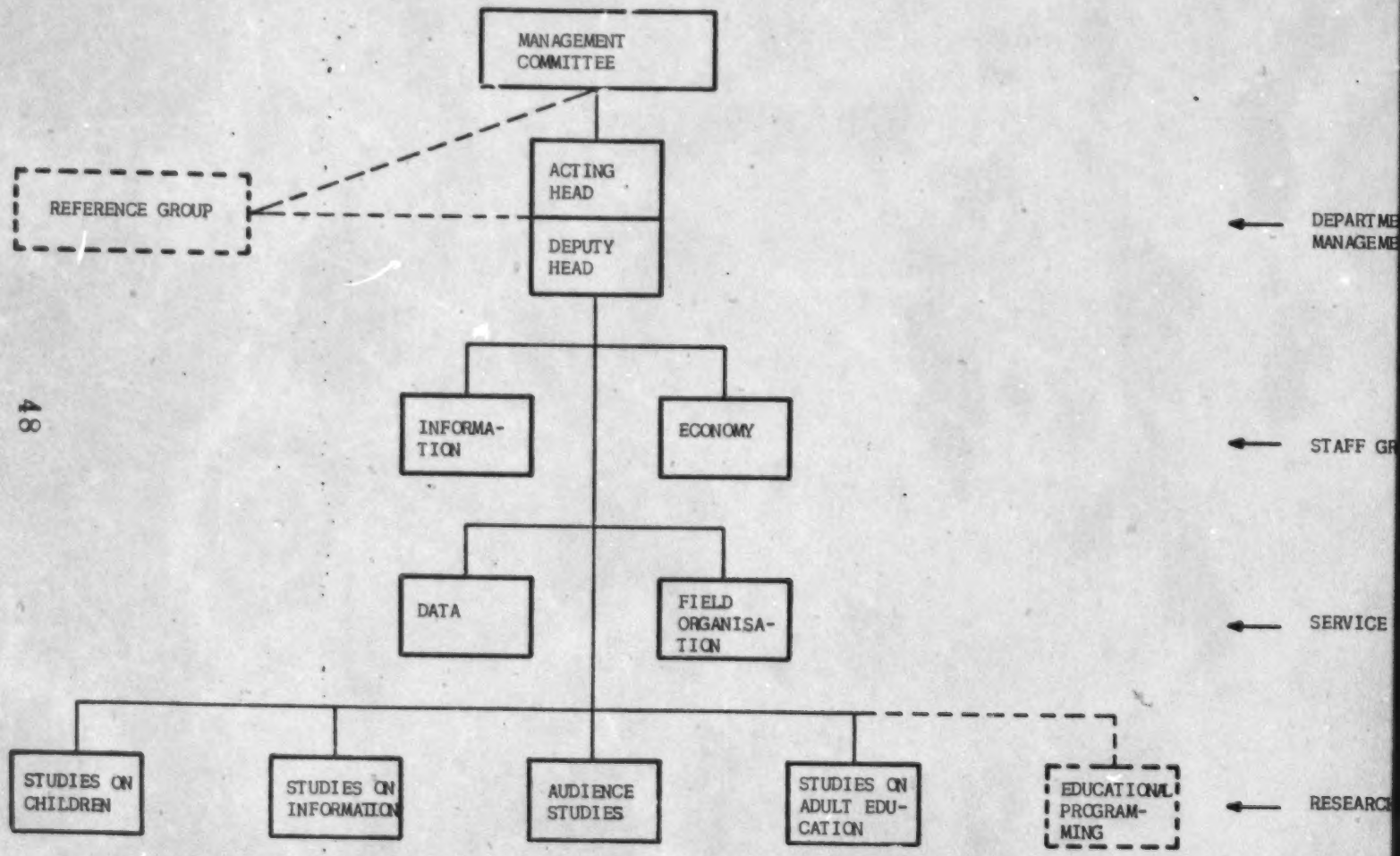
c) Johansson, S: Part 3. Use of course materials in TRU- and SR-courses by adult education highschools. SR/PUB 15 -75/76.

37) Cronholm, M: Description of adult education course participation among mentally retarded adults in the province of Östergötland. SR/PUB 21 - 75/76.

This failure of documentation also inhibits contacts with target-groups on the grass-roots level, to whom the communicators' activity has been directed. Thus, neither has it been possible to assess effects on that level, either.

SIDA has now commissioned SR/PUB to propose a system of documentation which should permit evaluative assessments of various sorts. The proposed systems are to be tested in a pilot programme in order to afford insight into the manpower and nature of work required, should they be applied as routine.

SCHEME OF ORGANISATION FOR THE AUDIENCE AND PROGRAMME RESEARCH DEPARTMENT OF SVERIGES RADIO (SR/PUB) 1975/76



EXCERPT FROM THE STATEMENT OF GOALS FOR THE AUDIENCE AND PROGRAMME RESEARCH DEPARTMENT OF SVERIGES RADIO (SR/PUB)

GOALS

SR/PUB:s overall goals are

- To gain and disseminate knowledge concerning how radio and television can and do function, on the basis of knowledge of the process of mass communication.[1)]
- To provide a basis for decisions regarding radio and television on the levels of policy-making, planning and production.
- To provide a basis for discussions of radio, television and other mass media both within and outside the broadcasting organisation.

SR/PUB:s main tasks may be exemplified as follows:

On the production level:

- Through studies of programmes, to contribute to the maintenance and further development of a standard of quality that satisfies professional as well as audience demands.

On the planning level:

- Through studies of the audience, to help ensure that segments of the audience with varying needs, backgrounds and habits are able to listen to and view programmes that concern them.

On the policy-making level:

- By analyses of programming and audiences, to indicate how the established goals and norms for broadcasting are fulfilled.

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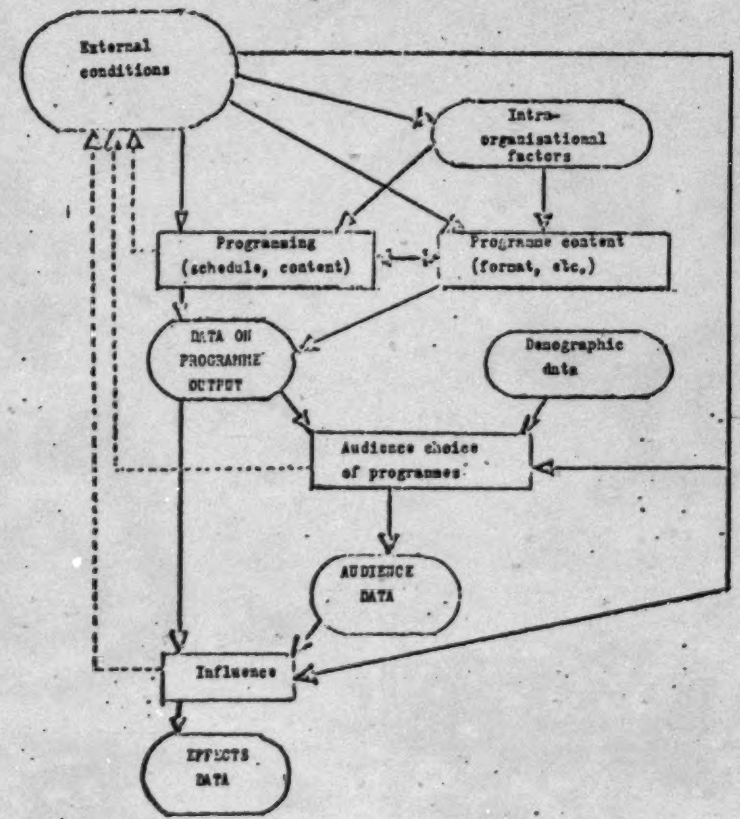
1) The "process of mass communication" implies, in a broad sense, the relations between the mass media on the one hand and individuals, groups and society at large on the other.

SCOPE OF SPHERE OF ACTIVITY

SR/PUB:s sphere of activity may be defined and delimited as follows:

- To determine and describe the actual as well as the potential premises, processes and effects of the mass communication process, departing from the case of radio and television.

Schematic description of the sphere of activity: [2]




A.

WHAT IS THE NATURE OF PROGRAMME OUTPUT? and WHY?

B.

WHAT ARE THE CHARACTERISTICS OF THE AUDIENCE? and WHY?

C.

WHAT ARE THE EFFECTS OF MEDIA OUTPUT? and WHY?

2) The figure illustrates how some central factors may be interrelated and how they may influence one another. The squares indicate processes, the ovals conditions. Knowledge of the processes enables us to explain why the programme output, the audience and media effects are as our data indicate.

Knowledge of the processes also influences the processes. The broken lines in the diagram symbolize this feed-back.

STUDIES COMPLETED DURING 1974/75

| | |
|---|---|
| 114/72 | THE TALE OF THE SEED<br>Fact and irrelevant details in a TV-programme for children<br>Ingegerd Rydin<br>(Available in English) |
| 136/72:2 | EXTRA QUESTIONS ON RADIO AND TV-PROGRAMMES FOR CHILDREN<br>Ronney Henningsson<br>Leni Filipson |
| 157/72:3 | EXPERIMENTS IN LOCAL RADIO 1973<br>Report no 3: Local radio journalists' views on local broadcasting<br>Claes Westrell |
| 157/72:4 | EXPERIMENTS IN LOCAL RADIO 1973<br>Part 4: Content analysis:<br>a preliminary report; research design, principal findings<br>Lennart Weibull |
| 157/72:5 | EXPERIMENTS IN LOCAL RADIO 1973<br>Part 5: Newspaper journalists' views on local radio<br>Madeleine Kleberg<br>P-G Holmlöv |
| 1/73 | THE TELEVISION AUDIENCE AUTUMN 1973<br>Karin Hallberg |
| 2/73 | THE TELEVISION AUDIENCE WINTER 1973<br>Anders Wikman |
| 3/73 | THE TELEVISION AUDIENCE SPRING 1974<br>Anders Christianson |
| 31/73 | "ABOUT" - SEEING BUT NOT UNDERSTANDING<br>Verbally handicapped children as receivers of information<br>Gunilla Preisler |
| 64/73 | EVALUATION OF "KLOTET" ("THE GLOBE")<br>Part 1: Audience measurements<br>Research group within SR's Educational Programming Unit/Jan Löjdquist |
| 85/73 | THE ROYAL THEATRE - IN THE PUBLIC DOMAIN, BUT WHICH PUBLIC?<br>Analysis of the theatre-going public, Winter 1974<br>Margareta Cronholm<br>Anne-Margrete Wachtmeister |

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| 99/73 | "FIVE ANTS ARE MORE THAN FOUR ELEPHANTS"<br>Study of a children's television series<br>Leni Filipson |
| 109/73 | STUDY OF "SVERIGES MAGASIN" (Evening variety talk show)<br>Ingrid Olsson |
| 122/73 | EVALUATION OF "SNIFFARE" ("The Sniffers")<br>AN INSTRUCTIONAL PACKAGE FOR GRADE 6<br>Research group within SR's Educational Programming Unit/<br>Jan Löjdquist |
| 124/73 | "LANTBRUK -74" ("AGRILCULTURE-74")<br>Claes Munthe |
| 125/73 | THE CABLE-TV EXPERIMENT IN KIRUNA, SPRING 1974<br>Madeleine Kleberg |
| 127/73 | RADIO RECEIVER OWNERSHIP<br>Ingrid Olsson |
| 130/73 | THE USE OF TRU- AND SR-COURSES IN COUNTY ADULT EDUCATION HIGH-SCHOOLS 1973-74 (TRU=Committee for radio and TV in education; SR=Sveriges Radio)<br>Claes Munthe |
| 137/73 | ENTERTAINMENT PROGRAMMING, SPRING 1974<br>Anders Christianson |
| 140/73 | "POCKET OPERA OF THE WEEK"<br>Jan Nordberg<br>Bengt Nordström |
| 142/73 | "RADIO IN TRANSITION"<br>Documentation of SR/PUB forum, 8th May, 1974 |
| 144/73 | RADIO-LISTENING, 22-26 APRIL<br>Audience measurements, week 17 of 1974<br>Jannecke Schulman |
| 149/73 | PRE-TEST OF THE SERIES "VÄRLDEN OCH VI" (The world around us) FOR MIDDLE LEVEL CLASSES<br>Research group within SR's Educational Programming Unit/<br>Ingrid Aman |
| 151/73 | PORTRAIT OF NON-VIEWERS<br>Ulf Berg |
| 3/74 | ADULT EDUCATION ASSOCIATIONS' USE OF TRU- AND SR-COURSES<br>Solveig Johansson |
| 24/74 | SUMMARY OF THE USE OF TRU-COURSES BY ADULT EDUCATION ASSOCIATIONS, 1973-74<br>Solveig Johansson |

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| 25/74 | SUMMARY OF THE USE OF SR-COURSES BY ADULT EDUCATION ASSOCIATIONS, 1973-74<br>Solveig Johansson |
| 35/74 | ALTERNATIVE EVENING-HOUR ACTIVITIES<br>Anders Wikman |
| 47/74 | PARTY SYMPATHIES, NOVEMBER 1974<br>Anders Christianson |
| 51/71 | WHO CHOOSES THE CHANNEL AND PROGRAMME? Planned and actual TV-viewing in 32 families<br>A pilot study<br>Margaretha Faith-Ell & Lars Wallén |
| 157/72:1 | EXPERIMENTS IN LOCAL RADIO 1973<br>Report no 1: Design of the study; structure of the survey area; public attitudes toward local radio<br>Madeleine Kleberg |
| 159/72 | EXPERIMENTS WITH VIOLENT SCENES IN A TV-FILM -<br>Viewers' aggressive reactions<br>Olga Linné |
| 247/72 | DO VIEWERS AVOID INFORMATIVE PROGRAMMES?<br>Lilian Nowak |
| 12/73 | "MIDDLE AGED"<br>Aspects of the life situations and concepts of age among persons aged 35-65 years<br>Margaretha Cronholm & Monica Kempe |
| 29/73 | FOLLOW-UP OF ABF-CLASSES IN THE TRU-SERIES "UT MED SPRÅKET" ("SPEAK UP")<br>Solveig Johansson |
| 37/73 | USES AND GRATIFICATIONS STUDIES: THEORIES AND METHODS |
| 51/73 | SOME SWEDES LISTEN TO THE RADIO<br>Anders Gahlin |
| 57/73:3 | TRIALOG - STUDY OF A CURRICULAR MATERIAL IN ACTION<br>Report no 3: Egypt of the Pharaohs<br>Research group within the Educational Broadcasting Department/ Claes Rudén |

57/73:8 TRIALOG - STUDY OF A CURRICULAR MATERIAL IN ACTION
Report no. 8: Matter

Research group within the Educational Broadcasting Department/
Claes Rudén

64/73:2 EVALUATION OF "KLOTET" ("THE GLOBE")
Part 2

Research group within the Educational Broadcasting Department/
Ingrid Aman

86/73 A SAMPLING OF "MEDIA LANGUAGE" AND THE AUDIENCE

Hans Bonnevier &
Ronney Henningsson

95/73:1 THE STUDY SITUATION OF HANDICAPPED ADULTS
Part I: Handicapped individuals' need of studies

Anita Hedlund

113/73 THE VIEWERS' CHOICE

An analysis of programme selection and audience behaviour, 1965-74

Ulf Berg, Karin Hallberg &
Björn Höijer

118/73 DECISIONS OF THE RADIO COUNCIL

Bengt Nordström

128/73 RECORDING OF EDUCATIONAL PROGRAMMES AT AV CENTRES - A SURVEY

Research group within Educational Broadcasting Department of Sveriges Radio/
Christer Frey & Ingrid Aman

154/73 NEWS ITEMS ON REGIONAL TV

Birgitta Löwander &
Anders Wikman

160/73 PUBLIC KNOWLEDGE OF SVERIGES RADIO'S BUDGETARY CRISIS, SPRING 1974

Anders Christianson &
Bengt Nordström

7/74:1 EVALUATION OF REGIONAL TELEVISION NEWS

Part I: The views of regional television journalists

Birgitta Löwander

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|---|---|
| 16/74 | THE USE OF TRU-COURSES BY THE ADULT EDUCATION ASSOCIATION TBV, FALL 1974<br>Solveig Johansson |
| 21/74 | THE TELEVISION AUDIENCE, NOVEMBER 1974<br>Riccard Montén |
| 23/74 | THE EFFECTS OF PUBLIC INFORMATION CONCERNING THE COURSES "PRACTICAL LAW" AND "MATHEMATICS AGAIN"<br>Margareta Cronholm |
| 52/74 | SWEDES AND ATOMIC ENERGY<br>Preliminary report<br>Claes Westrell |
| 53/74 | THE TELEVISION AUDIENCE<br>JANUARY 1975<br>Anders Gahlin |
| 63/74 | EXTRA QUESTIONS ABOUT THE RADIO PROGRAMME "ÖPPEN KANAL" ("OPEN CHANNEL")<br>P-1, 5:15-6:25 PM<br>Jannecke Schulman |
| 66/74 | "TROLLFLÖJTEN" ("THE MAGIC FLUTE") ON TV2<br>1 JANUARY 1975<br>Anne-Margrete Wachtmeister & Birgitta Löwander |
| 68/74 | PARTY SYMPATHIES, JANUARY 1975<br>Anders Christianson |
| 69/74 | PARTY SYMPATHIES, MARCH 1975<br>Anders Christianson |
| 70/74 | PARTY SYMPATHIES, APRIL 1975<br>Anders Christianson |